



PUBLIC AWARENESS & ADVOCACY COMMITTEE

MEETING SUMMARY – MAY 10, 2005

Called to order at 3:30 P.M. at the Chico Community Employment Center, 2445 Carmichael Drive, Chico. Members present: Chair Fontana, Billings, Gruneisen, Hubbard, Lundberg, and Moore. Members absent: Marlatt. Also present: Valerie Naslund and Krystal Trimble of Innovative Preschool.

1. Agenda Review & Additional Items
 - Advertising partnership proposal by Innovative Preschool.
 - Discuss a possible interface with the Strategic Plan & Evaluation Committee.
2. Review and approval of the February 2005 Meeting Summary
 - Summary approved.
3. Review a press release for NVCSS Young Parents Supportive Services (YPSS)- Young Fathers Group
 - Approved with no changes.
 - Members suggested that once the press release goes out, YPSS's media liaison should follow up with media to determine interest in a more detailed story.
 - Staff reported that press releases are currently being developed for the Dental Project, OPT for Fit Kids and IZ registry.
4. Review the BCCFC Media Contact List
 - Members edited/updated the BCCFC media contact list and instructed staff to share with grantees.
5. Advertising partnership with Innovative Preschool
 - Innovative Preschool would like to partner with First 5 to purchase weekly local advertising in the Chico Enterprise Record. The ads would include parenting tips and would alternate between the First 5 and Innovative Preschool logos. They are asking First 5 to fund the project. Members liked the collaborative concept and appreciated Innovative Preschool's initiative, but decided not to pursue a partnership at this time. They expressed a possible interest in further developing the idea in the future, once the new Program Manager is on board and the PAAC Committee has developed a marketing plan.
6. Possible interface between Committees
 - Members believe it would be beneficial to interface with the SPEC Committee. A lot of information being gathered and reviewed by that Committee would be helpful to the goals of the PAAC Committee. Members directed staff to forward the last six months' worth of SPEC meeting summaries for review. Discussion also involved inviting SPEC members to a future PAAC meeting. Members then directed staff to extend an invitation to Mark Duerr to attend the June PAAC meeting to begin the interface process.
 - The agenda for the June PAAC meeting will include a discussion on the logistics of adding media components to the Scopes of Work.

The next meeting of the Public Awareness & Advocacy Committee will be on Tuesday, June 14, 2005 from 3:30-5:00 PM at 2445 Carmichael Drive, Chico.

Minutes by Susan Billings
Administrative Assistant
Approved May 20, 2005